

Project Narrative Mark Taylor Townhomes 91st Street & San Victor

Minor General Plan Amendment Narrative Report

Request for Minor General Plan Amendment from
Office to Urban Neighborhood
885-PA-2005

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I. Project Overview.

This request is for a minor General Plan Amendment from the Office land use category to the Urban Neighborhoods land use category on 5.9 net acres located at the southwest corner of 91st Street and San Victor Drive (the “Property”). The Property is an undeveloped infill parcel with existing improved right-of-way, utilities, and a combination of commercial and residential development surrounding it on all sides.

The Property is located within the McCormick Ranch Planned Community District and in Planning Zone C1, which covers the East Shea area and most major master planned developments. The property is located outside of the Shea Corridor and Cactus Corridor Study Areas. The Property is designated as Employment Core of the City’s Character Types Map and is proximate to the Pima Freeway (Loop 101). The Employment Core supports a wide range of activities, including high density residential and regional and community level employment uses. While not designated Freeway Corridor/Regional Core, the Property is within a similar context, due to the intersection of the Loop 101 and Shea Boulevard, as the Scottsdale Airpark Employment Core which promotes mixed-use community and regional uses including residential and hotel uses.

A thorough review of all of the elements of the General Plan and a review of the existing characteristics of the general area and a forecast of likely future development in the vicinity all suggests that the Property, from a planning perspective, is most viable and sustainable if developed for medium to high density residential.

As stated in the opening sentence of the Vision Statement for the Land Use Section of the General Plan, “Scottsdale is first and foremost a residential community . . .” In determining the compatibility of this request with each of the elements of the General Plan, it is necessary that the proposed land use be both compatible with the specific area as well as the larger general context of the City of Scottsdale. The affirmative determination of a compatible land use within a particular context is qualified by determining if the proposed land uses conforms to the Guiding Principles established in the General Plan. The Property, given its size, adjoining and surrounding land uses, proximity to the Shea commercial core and general location within the City of Scottsdale, clearly meets and exceeds the Goals and Approaches articulated in the six Guiding Principles of the General Plan. Accordingly, this land use analysis and General Plan Amendment justification substantiates the proposed land use change while being consistent with the core planning principles of the City of Scottsdale as well as being supported by adjacent and nearby owners property and stake holders.

II. Conformance with the Guiding Principles of the General Plan.

This request is for a minor General Plan Amendment to the Land Use Map contained in the Land Use element of the General Plan. As previously stated, six guiding principles articulate (via Goals and Approaches) how the appropriateness of a land use change to the General Plan is to be qualified. These six guiding principles are Character and Lifestyle, Economic Vitality, Neighborhoods, Open Space, Sustainability and Transportation. Contained herein is a discussion of how this application and the

proposed Development reflects and is emblematic of the Guiding Principles found within the City of Scottsdale's General Plan.

It is significant to note prior to the Guiding Principles discussion that the existing land use designation on the Property is Office. The Office land use is a component of Group E in the land use category matrix, the most intense category of land uses. This request to designate the Property Urban Neighborhoods, a Group C category in the land use matrix, in essence a reduction in the intensity of the development of the Property. The significance of this fact is that the Property is, as previously stated, located outside of the Shea/Scottsdale commercial core where the City has designated all of its intense commercial land uses for this sub area of the City. Given that fact, any land use discussion needs to address the fringe relationship between this commercial core and the adjoining land uses identified.

III. Character and Design Element.

1. Guiding Principle, Character and Lifestyle.

The Character and Lifestyle Guiding Principle contains two elements, the Character and Design element and the Land Use element. The character and design element of the Character and Lifestyle Guiding principle seeks to promote quality development and redevelopment that is sustainable and appropriate in striking a balance between natural desert settings, historical significant sites and structures and the surrounding neighborhood context. Given that the Property is neither located within a natural desert setting nor is it a historically significant site, the discussion of character and design concerns itself exclusively to the surrounding neighborhood context.

Therefore, for the purposes of the Character and Design discussion of this General Plan Amendment, this application sets forth the proposed design standards, community character, and design review discussion with an emphasis on satisfying and complimenting the Character and Design elements identified in the General Plan.

The Character and Design Element Map of the General Plan designates the Property as Employment Core. Furthermore, both Shea Boulevard is designated as Visually Important roadway. Given the intensity of the area, the proposed character and design of the project should reflect this character.

In addition to the character and design factors discussed above, this minor General Plan Amendment is consistent with the following Goals and Approaches contained within the character and design element as follows.

1) Determine the appropriateness of all development in terms of community goals surrounding area character and the specific context of the surrounding neighborhood.

Response: The proposed Mark Taylor project satisfies this goal and approach by meeting the community goal of promoting infill development to take advantage of existing infrastructure, is compatible with the surrounding area character, with high

density residential located east and north of the subject property, minor office to the south, commercial retail to the east; and, is appropriate to the specific context of the surrounding neighborhood as it relates to locating compatible uses within the appropriate proximity of one another to further balance of the General Plan's guiding principles to include transportation, economic vitality and neighborhoods.

2) Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

Response: This project will be subject to Design Review Board approval where designees, appointed by the Mayor and City Council, will evaluate the proposed built environment and determine its compatibility with both the area and high design standard expected within the City of Scottsdale.

3) Identify Scottsdale's historic archeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation.

Response: The Property is not designated as historic, archeologically or culturally significant and correspondingly no extraordinary preservation or conservation is necessary when determining the appropriateness of this General Plan Amendment.

4) Encourage "streetscapes" for major roadways that promote the City's visual quality and character and blend into the character of the surrounding area.

Response: The Property is not located on a visually significant roadway. However, its relationship to 90th Street, a collection street tying Via Linda to Shea Boulevard, merits attention to the suburban streetscapes character. Accordingly, special attention will be paid to the 90th Street side of the Property to integrate the built environment with the larger community as a whole.

5) Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of the people that live in or visit Scottsdale.

Response: Public art is not anticipated in conjunction with this project.

6) Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial material landscaping that reinforce the character of the City.

Response: Mark Taylor, a premiere multi-family homebuilder with a proud track record of premium quality residential developments within the City of Scottsdale anticipates a host of native and non-native vegetation including turf and unique hardscape products.

7) Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.

Response: Again, being in the vicinity of the Shea Boulevard/Loop 101 core, lighting will be appropriately designed given the context of the area, with particular attention being paid to the adjoining residential use located east and north of the site.

2. Land Use Element.

The Land Use Element Section of the Character and Lifestyle Guiding Principle establishes the City's mandate that land uses compliment each other visually, esthetically, socially, and economically, and to void conflicting, damaging or otherwise unwanted land uses from compromising the overall character of a site, a neighborhood, or the community. Given this overview of the Vision Statement of the Land Use Element, it is imperative that an appropriate General Plan Use Amendment demonstrate its compatibility while eliminating intended or unintended conflict or damage to the surrounding community and overall character of the City. While the Property's existing Office land use designation was deemed appropriate, the proposed Urban Neighborhoods land use designation is equally appropriate. Using the percentages provided in the land use element of the General Plan, with residential uses making up 54% of the existing land area and commercial land uses making up 2.5% of the land area in the City, the Property, as part of the existing land use base within a one mile perimeter of the site, meets this overall ratio of residential to the commercial land uses. And, as a land use, the proposed residential use is actually superior to an office land use relative to its' proximity to adjoining retail, and, given the demand for housing stock within the Shea Scottsdale core appears to better satisfy the Land Use element of the Character and Design Guiding Principle.

The Land Use element of the Character and Design guiding principle establishes nine goals and approaches analyzed on both a regional and citywide context to determine the appropriateness of a proposed change in land use designations. The proposed development addresses these nine goals as follows:

1) Recognize Scottsdale's role as a major regional economic and social center, featuring business, tourism and cultural activities.

Response: The existing Office land use designation appears no more superior than the proposed Urban Neighborhoods land use designation in satisfying the goal of recognizing Scottsdale as a cultural center or catalyst for cultural and/or tourist activities. Relative to supporting Scottsdale's role as a regional, economic, and business community, the existing Office land use designation would appear to better advance this element of the prescribed goal. However, in the context of the Property, being surrounded by significant existing garden office development, major commercial retail, educational and institutional uses (Scottsdale Healthcare), the proposed Mark Taylor Project actually creates a superior opportunity to continue Scottsdale's role as a major regional economic and business community by placing increased numbers of consumers in a relatively small infill parcel which, for many years has had no interest from the

market for office development due to existing inventory and a limited view window along 90th Street, which is critical for commercial office use.

2) Coordinate land uses effecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

Response: The relatively small land area of the Property makes it somewhat insignificant as it relates to coordinating regional networks with adjacent jurisdictions. However, the existing public transportation system which provides service between Phoenix and Scottsdale is located just 300 feet north of the Property and, by designating the Property as Urban Neighborhoods, a greater use of the public transportation system that was previously developed with the City of Phoenix to promote cross jurisdictional efficiency relative to mobility can be accomplished. Also, by providing appropriate housing within the employment core, alternative transportation is encouraged.

3) Encourage the transition of land uses for more intense, regional and citywide activity areas to less intense activity areas within local neighborhoods.

Response: The proposed development clearly provides an appropriate transitional land use from the more intense commercial retail land uses located along 90th Street and Shea Boulevard to the less intense existing medium to high density residential located east and north of the site. The commercial office land use also provides an appropriate transitional land use but, given the sites lack of development interest over many years (when the small garden office market has been booming) and the commercial office development on the Salt River Pima Maricopa Indian Community (discussed below) the proposed residential land use appears to make the most sense as it relates to both the general plan and market conditions of the area. The mixed use character of the area, which incorporates retail, a library, entertainment and residential, makes this a compatible land use and the transition from commercial to residential will have less intensity and be in harmony with present land uses.

4) Maintain a balance of the land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

Response: As previously mentioned, using the citywide ratio of residential uses to commercial land uses, the proposed development plan reflects the citywide mix of residential to commercial land uses on a local scale. Specifically along the Shea corridor, residentially zoned properties with residential General Plan designations, similar in size to the Property, have been rezoned and their corresponding General Plan land use designations changed in order to convert these residential properties fronting on Shea Boulevard to office with service residential (S-R zoning) from residential. In this case, and based upon City's approval of these requests, it would appear that both office and residential make appropriate transitional land uses. However, as it relates to maintaining a high quality of life, locating office uses along arterial streets makes much more sense while preserving off arterial parcels for residential purposes as proposed in this

application. The land use mix, as a result of these rezonings has effectively transferred the residential land areas off Shea Boulevard while reducing overall residential land area. Approval of this request is effectively a transfer of commercial land use area added to Shea Boulevard being reincorporated into the immediate area as residential a land use.

As noted in Case 7-GP-2004, the request to amend from office to urban neighborhoods and to rezone from service residential district to medium density residential district R-3 at the northeast corner of Shea Boulevard and 74th Street and approve by the City Council on August 31, 2004, Staff states “this area has a relatively healthy mix of residential and commercial uses”. The City’s Planning Staff continues by indicating that the five and a half acres, which were the subject of Case 7-GP-2004 were relatively small and not anticipated to have a significant economic impact. Staff continued by identifying that both office and multifamily uses provide similar roles of transitioning from the higher intense commercial uses to the less intense residential uses found off of Shea and Scottsdale Road.

5) Give developed land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

Response: Again, given the Property’s close proximity to Shea Boulevard where a combination of public transportation, pedestrian and bicycle trails and alternative methods of travel, this site is perfectly situated for the proposed residential development vis-à-vis its relationship with the adjacent commercial core. Furthermore, the General Plan seeks to provide a balance of live, work, and play land uses in development densities that enable convenient non-automotive trips.

6) Promote land use patterns that conserve resources such as land, clean air, water and energy to serve all people within the community.

Response: As an infill project, the development of the Property will take advantage of existing wet and dry utilities and of infrastructure. The close proximity of complimentary land uses to support a live, work, play environment helps promote the conservation of clean air, clean water and energy to the benefit of the entire community.

7) Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting and the neighborhood itself.

Response: Having recognized that both the office and high-density residential uses provide an excellent transition from intense commercial cores and major arterial streets, the basis of the existing land uses south of the Property helps to justify and satisfy the local land use relationship.

8) Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.

Response: The proposed residential land use provides new housing for an insufficient supply of housing stock necessary for a work force that both support and take advantage of the existing Loop 101/Shea commercial core. This core area is a unique

blend of mixed use and can become a vibrant urban core. The key features to the surrounding area is the vast amount of employment opportunities, recreation with the library, greenbelt, bowling alley, restaurants, medical services and close proximity to the Loop 101. We envision a project to be aimed squarely at providing residents a community that is within walking distance to these major employment and retail uses and creating a true work, live and play environment.

9) Provide a broad variety of land uses that create a high level of synergy within mixed use neighborhoods.

Response: A development in the vicinity has occurred as predicated by the General Plan and as such, the historic development pattern in the area militates towards the appropriateness of the residential land use as indicated in the McCormick Ranch PLC

IV. Economic Vitality.

The economic vitality guiding principle is intended to secure Scottsdale's future as a desirable place to live, work and visit based on the support of a dynamic, diversified and growing economic base that compliments the community.

The economic vitality guiding principle relies on seven goals and approaches which, when applied to a proposed general plan amendment help to determine if a land use proposal advances Scottsdale's economic vitality goals articulated in their Vision Statement.

1) Sustain and strengthen Scottsdale's position as a premiere international and national tourism destination and resort community.

Response: The Property has neither been intended to be developed as a resort or tourism use nor is it being proposed to be developed as a resort or tourism use. However, by providing housing stock at the appropriate density and price points, it is anticipated that a percentage of the residences in the Mark Taylor project could support the resort tourism support workforce.

2) Encourage and maintain a high level of diverse, quality, retail, and entertainment activity in Scottsdale that supports the needs of Scottsdale residents and visitors.

Response: By locating the proposed residential development in the Employment core, the existing retail and employment use can be directly accessed by residents helping to keep consumer spending localized in the vicinity of this core.

3) Encourage and support the diversity of businesses that contribute to Scottsdale sales and property tax base so the needed infrastructure, physical amenities, services and expansion of such services are provided.

Response: As an infill project, the City's burden to provide infrastructure, physical amenities and services is not adversely impacted. The sales tax generated by a

commercial office use versus the townhouse use is negligible as indicated in the land use model for analysis attached hereto. Furthermore, an addition of residences will help further support and strengthen the surrounding retail and restaurant uses.

4) Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle.

Response: The General Plan identifies the need to support companies that are integral to the new economy. Additionally, specific economic sectors are targeted for expansion including medical and healthcare services, biomedical research and development and technology related research and development. Given the physical constraints of the size of the Property and the City's commitment to fostering new economic activities and employment opportunities in the "new economy", which is heavily based on technology, research and development, the Property is better utilized to provide housing stock for those "new economy workers" who will staff the larger and potentially subsidized research and development/office developments that have been designated in other areas of the City (Perimeter Center, 101 Corridor, Scottsdale Airpark, etc.).

Additionally, a commercial office use of the site is perhaps less viable than ever before. In the Shea Corridor, there is close to 1.7 million square feet of existing commercial office space. This number will be dwarfed in the coming years, as commercial office development on the Salt River Pima Maricopa Indian Community (SRPMIC) starts to take hold. Currently, there are plans to create up to 7 million square feet of commercial office space along the 101 corridor. The neighboring Pima Center, less than a 1/2 mile from the subject site, will have close to 2 million square feet of commercial office space alone. The recent approval by SRPMIC of a fifteen-story casino, has now opened up potential approval for even more commercial development, as the community is no longer bound to just three-story development. The saturation of commercial office development will create such an over supply that the economic viability of a commercial use on this site would prohibit its development for many years to come.

5) Locate and integrate nonresidential development to improve access and visibility and to protect the integrity of neighborhoods.

Response: The proposed change in land use designation accomplishes this goal and approach by integrating a higher density residential land use into an existing area (approximately 20 acres immediately adjacent to the property) that is developed with comparable land densities, while eliminating that land area from potential more intrusive land uses such as retail commercial.

6) Maintain and develop partnerships that will promote both quality employment and business opportunities.

Response: Again, the Mark Taylor development provides an opportunity for consumers (a) to support the local retail businesses and (b) to provide housing stock for employees in this sub area of the City.

7) Sustain a long term economic well being of the City and its citizens through redevelopment and revitalization efforts.

Response: As an infill project the development of the Property could be considered as revitalization, taking an otherwise passed over and undevelopable (in the eyes of the market) and transforming it into a sustainable and vital development positively impacting the area. This development can become the beginning of a renewal in the residential and commercial core surrounding the Shea Corridor, as the retail establishments along 90th Street have begun to falter and older retail centers are at higher than expected vacancy levels with a number of stores closed down. This project will provide a necessary housing need to the people who want to support and want to be a part of this urban center.

V. Neighborhoods.

The Neighborhood section of the General Plan focuses on Scottsdale's vision to preserve, reinforce, and where appropriate, revitalize the core characteristics and stability that define all neighborhoods. This is accomplished by making sure that neighborhoods are in harmony with their existing character and defining features. Particular attention is paid to the unique character and special qualities of each individual neighborhood within the City of Scottsdale.

In the context of developing the Property, the surrounding "neighborhood" is best characterized as a diversely mixed use combination of retail commercial, small scale office and medium to high density residential development. Given the specific physical location of the Property, any combination of the aforementioned uses should be deemed appropriate in the context of the General Plan's Guiding Principle for sustainable neighborhoods.

This application and the corresponding multifamily development which contemplates an approximate density of fifteen dwelling units per gross acre and nineteen dwelling units per net acre is clearly appropriate in the context of the neighborhood in which the property would be developed and in the definition of the Neighborhood section of the General Plan.

The Neighborhood's Guiding Principle of the General Plan enumerates five goals and approaches intended to ensure that Scottsdale is a desirable place to live, work and visit and, in conjunction with a stable economic base, the General Plan recognizes that a neighborhood viability and sustainability is as equally important as a strong economic base.

1) Enhance and protect diverse neighborhoods so they are safe and well maintained.

Response: The aforementioned goal and approach primarily addresses four critical path items including providing neighborhood recreational facilities and parks and, more importantly, providing a range of housing opportunities. Emphasis is based on maintaining a balance between neighborhoods regarding resources, public amenities and burdens of community living. The development proposed herein is particularly complimentary of this goal and approach as the Property is an infill parcel which takes advantage of existing public resources, utilities and infrastructure while providing a significant housing opportunity.

2) Use redevelopment and revitalization efforts to provide for long term stability of Scottsdale's mature residential and commercial neighborhoods.

The Property is located in one of Scottsdale's more mature areas and as an infill versus redevelopment project, helps to reinforce the existing general land use character of the area which contains a predominantly medium to high density residential.

3) Sustain the long term economical being of the City and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

Response: Development of the Property represents the addition of approximately 100 new dwelling units which will support and invigorate the existing population base that supports the Scottsdale Shea commercial core.

4) Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

Response: The Property is not within a Character Area or designated with a specific Neighborhood Plan. However, the General Plan specifically states that new development in established areas it should be encouraged to develop and ensure context appropriate development that supports the surrounding areas.

5) Promote and encourage context appropriate new development in established areas of the community.

Response: The proposed development is particularly adept at satisfying this goal and approach as the General Plan encourages new development efforts in existing developed areas in Scottsdale and the use of existing infrastructure while supporting developed areas in a manner that is complimentary and sustainable.

Clearly the proposed development satisfies each of the goals and approaches articulated in the Neighborhoods Section of the General Plan.

VI. Open Space and Recreation.

It has long been a priority of the City of Scottsdale to conserve significant natural area and open space to provide both recreational amenity and the preservation of undisturbed natural areas.

The Open Space and Recreation guiding principle found within the General Plan specifically addresses the significance of the McDowell Sonoran Preserve, scenic corridors, natural and urban open spaces and recreational opportunities. The development proposed herein indirectly aids the General Plan goal of preserving significant open space by providing density appropriate housing in a mature neighborhood within the City of Scottsdale, which relieves to a certain extent the common trend to develop “virgin lands” elsewhere in the City. It is a widely accepted planning principle that by clustering densities the opportunity to preserve appreciable open space can be achieved. Specifically, this element of the General Plan includes eight goals and approaches intended to continue Scottsdale’s tradition of providing significant open space and recreational opportunities intended to meet the needs of the population.

1) Protect and improve the quality of Scottsdale’s natural and urban environments as defined in the quality and quantity of its open space.

Response: The Property, located in a relatively intensely developed, mature area of the City does not contain onsite significant natural elements nor is in the context of an undisturbed natural environment. However, in the context of the urban environment, the Property helps promote and support use of existing open space and amenities provided by local urban parks and open space areas.

2) Manage a comprehensive open space program that is responsive to public need, delivers high quality customer service, and exemplifies the City’s commitment to leadership in environmental affairs.

Response: This goal and approach concerns itself primarily with larger planning issues and master planning. Satisfaction of this goal and approach is accomplished by the proposed development by providing housing for citizens to take advantage of existing open space opportunities and by locating consumers near and in fact adjacent to commercial retail opportunities-further supporting the retail sales tax base which funds the maintenance and development of parks, trails, and recreational facilities.

3) Acquire and develop open space identified (by the City Council) as high priority through land dedication or purchase.

Response: The project proposed herein is somewhat unrelated to this goal and approach, but in an indirect way approval of this General Plan Amendment will focus residential development in an existing mature part of the City as an infill project thereby potentially eliminating development of 5.9 acres of pristine native lands for housing.

4) Encourage and cooperate with other governmental agencies to preserve and protect regional open space and to acquire, develop, maintain, and operate regional facilities available to people who live, work and visit the City of Scottsdale.

Response: This request indirectly supports this goal and approach.

5) Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.

Response: The proposed development provides housing in a mature area of the City where existing open space and recreational facilities can be taken advantage of and provides additional per capita spending to support the tax base used to pay for the development and maintenance of recreational facilities and services.

6) Cooperate with and support the school districts in the City of Scottsdale to be able to continue access to school sites and facilities for suitable, safe and consistent recreational use and enjoyment.

Response: The sites close proximity to area amenities with ball fields, tennis courts and pedestrian paths is ideally suited to be developed with multifamily residential land use by providing close and convenient access to this recreational amenity as well as increasing the student base within the district that is projected to see a decreasing enrollment.

7) Provide attractive, well maintained recreational and park facilities that serve the entire community.

Response: Development of the Property with the multifamily residential land use does not directly further this goal and approach. However, indirectly through development impact fees, construction, taxes and revenue generating devices within the City, revenues are provided to meet the aforementioned goal and approach.

8) Provide access to educational, recreational, and cultural services for all residents.

Response: Development of the Property with the residential land use supports this goal and approach by providing housing to individuals and families that will be located within walking distance to a major high school campus.

The Preservation and Environmental Planning section of the General Plan does not directly apply to the proposed development of the Property. However, within this section of the General Plan, two goals and approaches are appropriate and should be addressed.

1) Reduce energy consumption and promote energy conservation.

Response: By promoting infill development and by placing residential housing stock immediately adjacent to commercial retail land uses and educational facilities, the ability to conserve fossil fuels is enhanced.

2) Promote local and regional efforts to include air quality.

Response: As mentioned above development of the Property allows residents to access commercial retail uses such as a grocery store and restaurants as well as local employment uses all by walking less than two city blocks.

Finally, the Property is not located within any of the areas designated on the Preservation and Environmental Planning Element Preservation Map contained within the General Plan.

VII. Seek Sustainability.

The issue of sustainability is addressed within three chapters of the General Plan that include (1) cost of development; (2) growth areas; and (3) public services and facilities.

1) Cost of development.

The City of Scottsdale has long held the philosophy that new development should “pay for itself”. Through development impact fees, city bond projects, improvement districts, and community facility districts, the City of Scottsdale ensures that proportionately, development pays for itself.

The goals and approaches enumerated within this section of the General Plan concern themselves with providing the City with updated economic information used to manage and revise as needed the devices in place to ensure the development pays for itself. In this instance, through water and sewer impact fees to be paid at the time of development, the project will comply with this goal.

2) Growth areas.

The Property is located in an existing mature suburban/urban core of the City and is a classic infill development. Accordingly, the proposed General Plan Amendment is in harmony with the Growth Areas Section of the General Plan as it proposes residential development outside of the identified growth areas and does not place a burden on future transportation and infrastructure systems.

The Property is not identified on the Growth Areas Map found in the Growth Areas element of the General Plan.

3) Public services and facilities.

This section of the General Plan deals with public services, human services, safety, public buildings and facilities, and water resources.

The proposed General Plan Amendment and re-designation of the Property from office to urban neighborhoods supports the goals and approaches enumerated in this section of the General Plan.

1) Establish and maintain an innovative, sustainable solid waste collection, recycling and disposable delivery system present in future generations.

Response: As an infill project, at the appropriate density, the City's ability to provide solid waste collection, recycling and disposable delivery is preserved as each of these services are already provided around the Property. By developing the Property as an infill project, the City's cost for service are absorbed better than if the Property were developed in one of the outlying sections of the City that would require the City to expend additional economic resources to provide such services.

2) Protect the health, safety, and welfare of the public from the impacts of flooding.

Response: The Property is not located in an identified flood plane and is in a mature developed area of the City that is not identified as having a flood hazard.

Essentially, as an infill project within an already mature developed area consisting of a significant percentage of medium to high density residential development and commercial garden office uses, the City's ability to provide services under an efficient cost structure takes advantage of the economy scale that exists already. Further, the City's ability to provide fire, police and paramedic services is not burdened as this area is already serviced and effectively has the capability of absorbing the impact of the proposed development.

VIII. Advanced Transportation.

This section of the General Plan addresses mobility choices to provide alternatives to the automobile and to increase accessibility, improve air quality, enrich the community and its neighborhoods, and contribute to the community's quality of life. There are twelve goals and approaches identified in the Community Mobility Section of the General Plan. In general relate to protecting the function and form of regional air and land corridors, protecting the physical integrity of regional networks to reduce the number, length and frequency of automobile trips. Additionally, this section of the General Plan seeks to prioritizing regional connections to safely and efficiently move people and goods beyond City boundaries, to relieve traffic congestion, to optimize mobility, maintain Scottsdale's high esthetics, emphasize live, work and play opportunities, and to protect neighborhoods from the negative impact of regional and citywide networks.

Finally, the General Plan recognizes that there is diversity throughout the neighborhoods of the City and that each neighborhood may, in fact, have different mobility needs.

First and foremost, and as stated throughout this narrative, the infill nature of the proposed development, provides an excellent opportunity to place housing at the appropriate density adjacent to and easily within walking distance of retail goods and services, professional services, recreational opportunities, educational opportunities, and is ideally suited for this area.

In the larger regional context, locating the residential land use on the Property, with its proximity to Shea Boulevard and Loop 101, necessary automobile trips can quickly and efficiently access these two major arterials which allows for the efficient transportation of individuals both throughout the City and throughout the larger metropolitan Phoenix area as a whole.

In summary, each element of the General Plan provides goals and approaches which, when satisfied, provide the basis for a change in the Land Use Map of the General Plan. This application, which seeks to change the General Plan designation of the Property from Office to Urban Neighborhoods, quite clearly satisfies virtually every goal and approach identified in each element of the General Plan which is applicable to this site.



